

IN THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A display assembly mounted on a vehicle seatback having a seating surface and a rear surface formed on an opposite side of the seatback from the seating surface, the display assembly comprising:

a support arm having a seat end ~~flexibly~~ connected to said rear surface of said vehicle seatback and a display end extending from said seat end; and

a display screen ~~flexibly~~ connected to said display end of said support arm, ~~wherein said support arm positions said display screen~~ and positioned by said support arm to face away from said rear surface of said vehicle seatback when said display screen is in an in-use position;

wherein said display screen pivots and rotates about said display end and said seat end pivots relative to said rear surface of said vehicle seatback to selectively stow said display screen in a housing positioned on said vehicle seatback.

2. (Currently Amended) The display assembly of claim 1, where said support arm has a telescoping section located between said display end and said seat end.

3. (Cancelled)

4. (Original) The display assembly of claim 1, where viewing angle for said display screen is adjusted by pivoting and rotating said display screen about said seat end and said display end of said support arm.

5. (Original) The display assembly of claim 1, where said display screen is flexibly connected to said display end via a connector that provides at least 300 degrees of rotation in any axis.

6. (Original) The display assembly of claim 1, further comprising:
a first universal joint connecting said seat end to said vehicle seat back;
and a second universal joint connecting said display end to said display screen.

7. (Original) The display assembly of claim 6, where said first universal joint and said second universal joint are configured to permit said display screen to move fore and aft.

8. (Original) The display assembly of claim 1, where said display screen has an edge to edge aspect ratio of 4:3.

9. (Original) The display assembly of claim 1, where said display screen has an edge to edge aspect ratio of 16:9.

10. (Original) The display assembly of claim 1, where said display screen is a touch sensitive screen.

11. (Original) The display assembly of claim 1, where said display screen is a liquid crystal display.

12. (Original) The display assembly of claim 1, where said display screen is a digital light projection display.

13. (Original) The display assembly of claim 1, where said display screen is a liquid crystal on silicon display.

14. (Original) The display assembly of claim 1, where said display screen is a plasma display.

15. (Original) The display assembly of claim 1, where said display screen has a diagonal measurement \geq 12 inches.

16. (Original) The display assembly of claim 1, where said display screen has a diagonal measurement \geq 17 inches.

17. (Original) The display assembly of claim 1, where said display screen has a diagonal measurement \geq 21 inches.